



# Pulse by Prudential

HSBC Investor Call

Nov 2020



# Redefining Health

## From insurer to health partner

### Significant health gap



**80%** of Asians don't have insurance cover<sup>1</sup>

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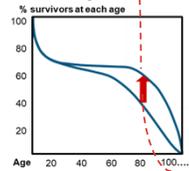


**\$400bn** is spent on healthcare alone by consumers<sup>2</sup>

### Significant wellness gap

**Enabling Asians to live longer, healthier lives**

DRIVERS OF HEALTH STATUS



**Current Insurance Focus**

- 10% CLINICAL CARE ③
- 20% GENETICS ②
- 20% ENVIRONMENT ②
- 50% LIFESTYLE BEHAVIORS ①

**Future Customer Focus**

70% of health drivers are lifestyle and environment related

In a world with over **five billion mobile phones**, **50% of the population** lack access to essential health services<sup>3</sup>



**All-in-one, personalised and on-demand AI-powered app**

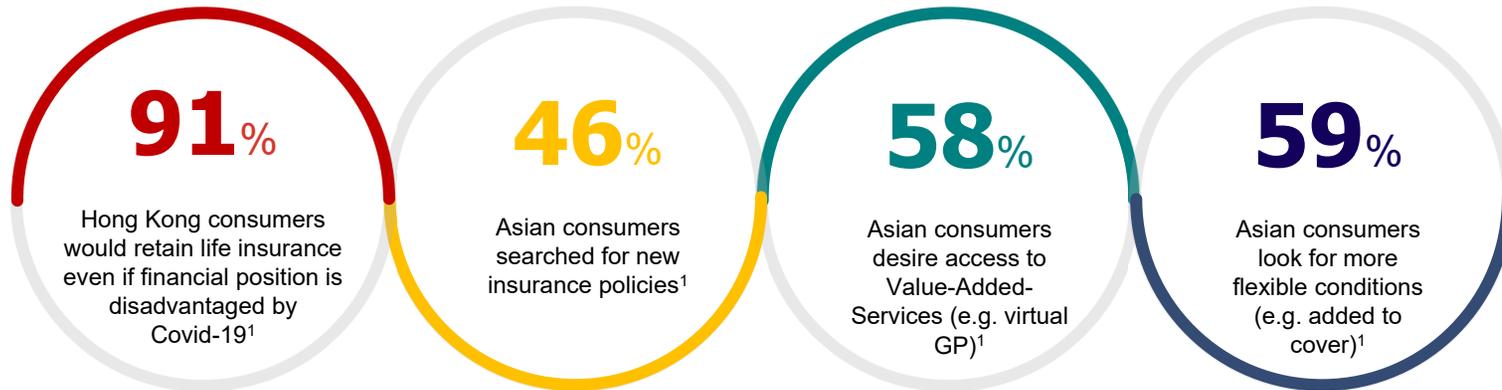


- ① **Prevent**
  - Risk Factor Identification
  - Health Assessment
  - Health & wellness coaching.
- ② **Postpone**
  - Disease diagnosis, treatment & management
  - Nutrition coaching & support
  - Improving medication regimes via coaching
- ③ **Protect**
  - Hospital visits, Telemedicine
  - Triage & Symptom diagnosis
  - Value-added products and services

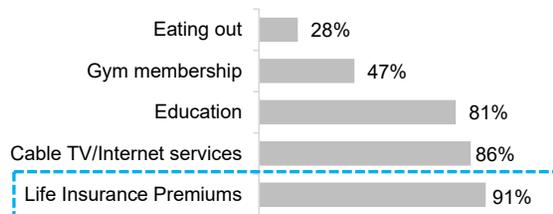
1. Prudential estimate based on number of in-force policies over total population. 2. Prudential estimate based on WHO and the World Bank data. 3. Source: The World Bank 2017.

# Pandemic accelerates digital & health trends

## Growing awareness and demand for Health and Wellness



% of Hong Kong consumers willing to retain different types of expenses



**73%**



**41%**



**31%**



**68%**



**54%**



**57%**



**59%**



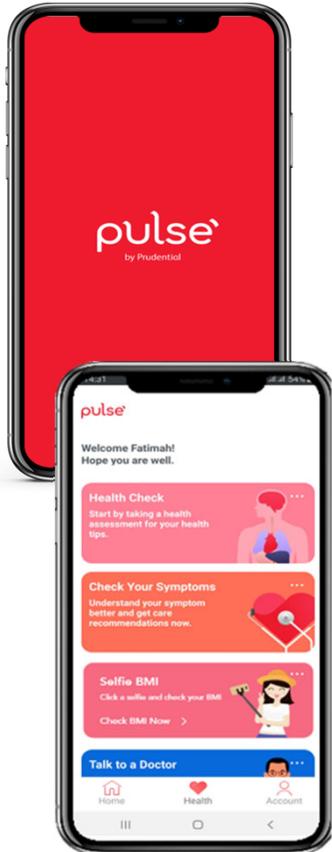
**66%**



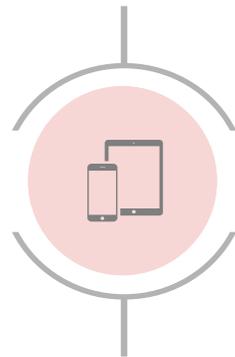
**56%**

# Pulse by Prudential

## End-to-end Health and Wellness platform



### Engage



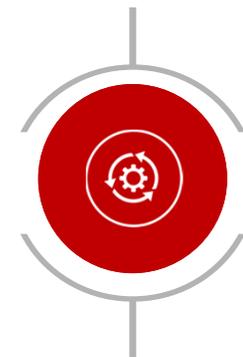
- Enable consumers' to take personal control of their health & wellness
- Broad-based, tailored solutions and services
- Best of breed health & wealth (products & services) from Prudential and partners

### Onboard



- Bite-sized, direct insurance products and other services
- Gateway to broader Prudential product-suite and leads to agents
- Instant virtual access to Prudential agents
- Leverage partners' ecosystems to access large consumer base

### Fulfilment



- Digital, on-demand 24/7 self-service
- Electronic access to hospital networks, pharmacies and doctors
- 'e-Wallet' and 'e-Claims' fulfilment

# Pulse by Prudential

## End-to-end Health and Wellness platform

Engagement through Pulse drives revenue streams through tailored solutions

### Engage

**Trusted advisor and navigator** - helping individuals achieve their personalised health and wellness goals

- AI assessment and triage
- Lifestyle management and wellness
- Telemedicine consultations and medicine delivery
- Chronic disease management
- Health records
- Hospital navigator



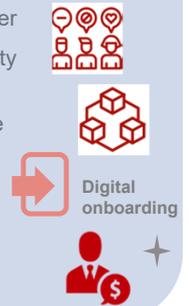
### 1 Drive revenue streams



### Onboard

**Broader customer segments, access points and offerings**

- Direct to customer offering of bite-sized cover
- Customized packages, products and 3<sup>rd</sup> party service offerings
- Modular products with subscriptions and fee for service
- Lead generation for Pru agents with virtual face-to-face fulfilment
- White-labelling on partner platforms to drive data enrichment and create network effect



### 3 Enrich customer offering through data & AI

AI learning loops drive ability to enrich customer propositions

### Fulfilment

**End-to-end frictionless services**

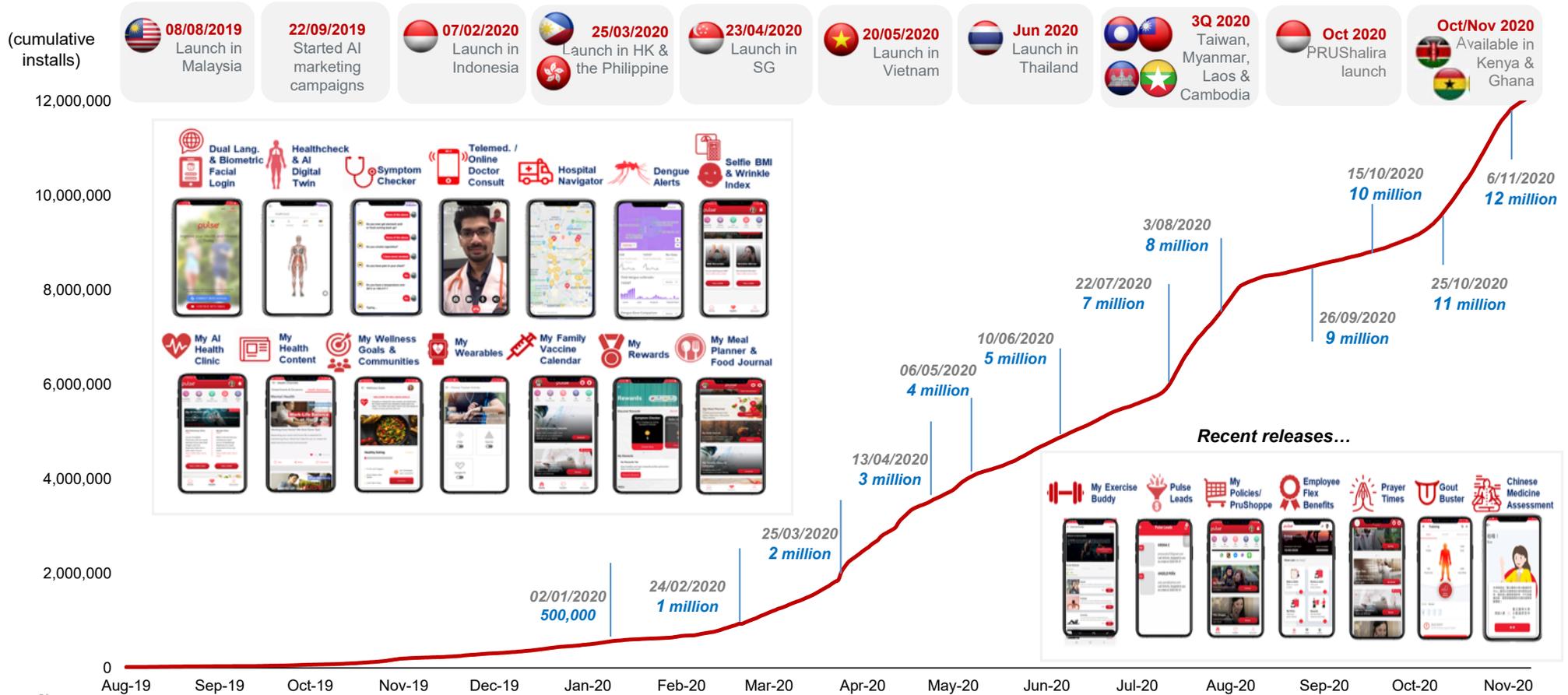


### 2 Deliver operating leverage

Integrated service platform, modernising customer experience and driving scale efficiency

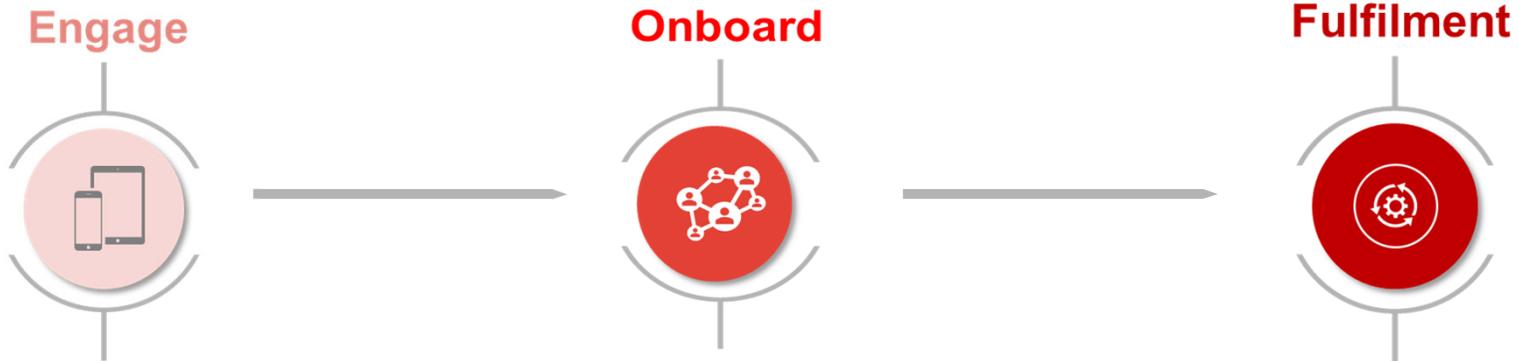
# Pulse by Prudential

## Delivery roadmap in first 15 months

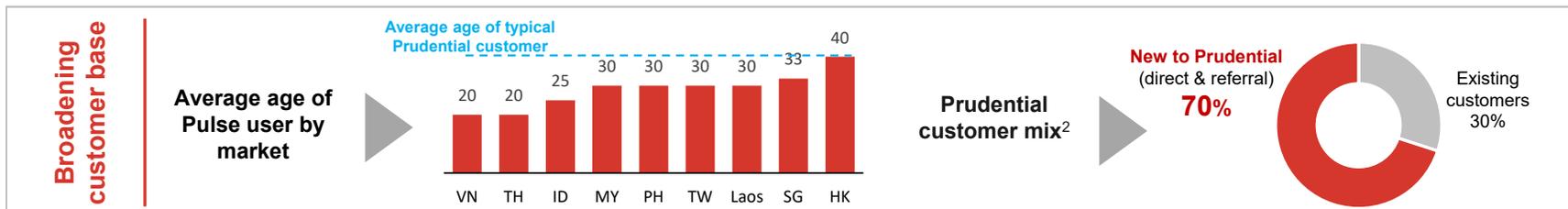


# Pulse by Prudential

## Gaining strong traction



- **Pulse by Prudential** live in **13** markets and **10** languages<sup>1</sup>
- **25** new digital partnerships secured; **1.2m** cumulative usage<sup>1</sup> of Babylon services and Telemedicine
- **12 million** downloads<sup>1</sup>
- Launched **18 digital products** including Dengue fever, Credit Shield, Personal Accident, COVID-19 coverage<sup>2</sup>
- Issued **1.8 million** policies, sold direct through Pulse and partners; **1 million** new customers acquired through the digital channels<sup>2</sup>
- Partnerships with OVO, The 1, AIS, UOB Mighty, TMRW
- **PRULeads**: converting downloads into leads
- **c.855k** leads generated for agents from April to September, converting into **70k** online to offline sales with APE of **\$95 million**<sup>2</sup>
- Pulse as **virtual agency sales tool** in the Philippines and Malaysia



# Redefining Health

## From insurer to health partner



- Transforming business to meet growing demand for integrated Health and Wellness products and services
- Accelerating consumer adoption through Pulse by improving customer access and lowering price thresholds
- Driving operating leverage through scale and network effects
- Creating value for all stakeholders